



COURSE SYLLABUS

Fall Semester Academic Year 2009

1. Faculty of Business Administration Department of Management

2. **Course code** 01132451 **Course name** International Business

Total credits 3(3 -0)

Prerequisite (course code and name)-.....

Section 1 Day and Time Thursday & Friday, 09.00-11.00 hr.

Room: EC5617 Faculty of Economics

3. **Lecturer(s):** 1. Asst.Prof.Tabtip Kraipornsak

2. Mr.Angelo Mercure

3. Dr.Haruthai Numprasertchai (course coordinator)

4. Office hours for consultation with students

Day: Monday & Tuesday **Time:** 09.00 -12.00 hr.

Room: 2114 Department of Management, Faculty of Business Administration

Telephone: 02-942-8777 ext. 605 **e-mail address:** haruthai.p@ku.ac.th

5. Course Objective(s)

1. To give an overview and basic concepts of international business
2. To identify the environments of international business
3. To describe the basic forms of international business activities
4. To explain the management of international business

6. Course Description

Concept, objective and international business practice under international economic, social and political environment, organization structure, policy formulation, international finance investment, production, marketing, human resources and management information system under current economic environment.

7. Course Outline

- 7.1 Global Business Environment
- 7.2 National Business Environments
- 7.3 International Trade and Investment
- 7.4 International Financial System
- 7.5 International Business Management

8. Student-centered Teaching Method(s)

Lecture, co-operative learning, discussion, self/group independent study, presentation, and homework.

9. Teaching Aids/Materials

Transparencies, slides, video-audio materials, electronics media, documents, real/man-made/simulated samples, etc.

10. Measures of Achievement

Percent

10.1 Independent study (in pair) and presentation	20
10.2 Examinations and quizzes	
- Mid-term examination	30
- Final examination	30
- Quizzes	10
10.3 Class attendance	<u>10</u>
Total	<u><u>100</u></u>

11. Grading

.86-100	=	A
80-85	=	B+
74-79	=	B
68-73	=	C+
62-67	=	C
56-61	=	D+
50-55	=	D
0-49	=	F

12. Textbook and Readings

- Hill, Charles W., 2009. International Business: Competing in the Global Marketplace, 7th ed., McGraw Hill.

- Other supplement readings shall be assigned in class.

13. Class Schedule

#	Date	Topic
1	28/08/09	Introduction Globalization
2	03/09/09	National Differences in Political Economy
3	04/09/09	Differences in Culture
4	10/09/09	Ethics in International Business
5	11/09/09	
6	17/09/09	The Strategy of International Business
7	18/09/09	
8	24/09/09	The Organization of International Business
9	25/09/09	
10	01/10/09	Entry Strategy and Strategic Alliances
11	02/10/09	
		Mid-Term Examination
		Semester Break
12	05/11/09	Exporting, Importing, and Countertrade
13	06/11/09	
14	12/11/09	Global Production, Outsourcing, and Logistics
15	13/11/09	
16	19/11/09	Global Marketing and R&D
17	20/11/09	
18	26/11/09	Global Human Resource Management
19	27/11/09	
20	03/12/09	Accounting & Financial Management in the International Business
21	04/12/09	
22	11/12/09	Independent Study Presentations
23	17/12/09	Final Examination

Signature.....
(Haruthai Numprasertchai)
3 July, 2009